

Indiana Economic Development Corporation

Logo Style Guide



"Accelerate your business," Indiana's new tagline, captures the essence of doing business in our state. Indiana's pro-business environment encourages development of companies, from start-up enterprises to existing companies to out-of-state businesses looking to establish a presence in Indiana.

The Indiana logo guidelines are designed to ensure the integrity of the state's identity and produce a maximum effect via all communication methods. The new graphic image and tagline communicate our goal to accelerate growth in Indiana with the highest level of efficiency and professionalism.

Thank you for your interest in our great state.

A handwritten signature in black ink, reading "Michael S. Maurer".

Michael S. Maurer
Secretary of Commerce



The new logo for the Indiana Economic Development Corporation was created with a less conservative, more active font, one that suggests a sense of motion and acceleration. This is coupled with a desire to maintain traditional aspects of the state brand, incorporating the torch from the state flag and the silhouette of the state within the letterforms.

The positioning statement, "Accelerate Your Business", reflects the IEDC's strategic plan to accelerate growth for businesses throughout the state.

IDENTITY ELEMENTS

The term "logo" is used to indicate the three elements of the identity:

- Icon, state with torch
- Logotype, or state name
- Tagline, Accelerate Your Business

AREA OF ISOLATION

A minimum distance, called the area of isolation, always separates the logo from all other type and artwork.



AREA OF ISOLATION

Due to the variety of logo usage needs and the many reproduction options, you will need to select the artwork most appropriate for your specific need. Shown here are the options available. **The logo should never be redrawn or modified in any way.**

ADDITIONAL AVAILABILITY

All logos shown below are also available as BMP for use in word processing documents and GIFs which should be used for screen graphics.

TWO COLOR—BLUE (OR PANTONE® 294) & GOLD (OR PANTONE 1245)

2C_BLUE_GOLD.EPS



2C_REVERSE.EPS



2C_BLUE_GOLD_NOTAG.EPS



2C_REVERSE_NOTAG.EPS



FOUR COLOR PROCESS—BLUE (100C, 58M, 0Y, 21K) & GOLD (0C, 28M, 100Y, 18K)

4C_PROCESS.EPS



4C_REVERSE.EPS



4C_PROCESS_NOTAG.EPS



4C_REV_NOTAG.EPS



ONE COLOR—BLUE (OR PANTONE 294)

1C_BLUE.EPS



1C_BLUE_NOTAG.EPS



ONE COLOR—BLACK OR REVERSED OUT

1C_BLACK.EPS



1C_WHITE.EPS



1C_BLACK_NOTAG.EPS



1C_WHITE_NOTAG.EPS



The recommended typeface family to complement the IEDC logo is Helvetica Neue. The preferred fonts within the family are *Light Italic*, *Bold Italic*, *Light Condensed Italic* and *Bold Condensed Italic*. These fonts suggest motion and convey the forward thinking of the IEDC.

Light Italic and *Light Condensed Italic* can be used for headlines, subheads, and body text. *Bold Italic* and *Bold Condensed Italic* should only be used for headlines and subheads. *Light* and *Light Condensed* may be substituted for body text if the italic is inappropriate.

Helvetica Neue

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Light Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Light Condensed Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold Condensed Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FONT SUBSTITUTION

Arial may be substituted if Helvetica Neue is unavailable. *Italic* and *Narrow Italic* can be used for headlines, subheads, and body text. *Bold Italic* and *Narrow Bold Italic* should only be used for headlines and subheads. *Regular* and *Narrow Regular* may be substituted for body text if the italic is inappropriate.

Arial

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Narrow Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Narrow Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Narrow Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The following graphics may be used to complement the IEDC logo. These elements provide flexibility of application while maintaining the established style.

THE INDIANA TORCH

The torch from the logo may be used as a background element. Acceptable colors are blue, gold or black (all should be screened back to 6%.) Always maintain the same tilt from the logo—it should never be straightened. Here are some examples.



*Thank you, Toyota, for
moving forward with us.*

Indiana would like to thank Toyota Motor Manufacturing, Indiana for 10 incredible years that have resulted in high paying jobs, a well-trained work force, advanced manufacturing expertise and automotive excellence. Your partnership has enhanced the quality of life for thousands of Hoosiers. And you have validated that businesses in Indiana are, indeed, **moving forward**.

INDIANA
Accelerate Your Business

BOXES WITH ROUNDED CORNERS

Rectangles or squares with rounded corners are important graphic elements in achieving the IEDC "look." Here is an example of how they can be adapted for any use.

Trademark has been approved and logo files are available on the web site.

Web Access to Logo is available at www.iedc.in.gov/logos.

Usage and Distribution If you have questions about appropriate usage or distribution of the IEDC logo, please contact the Marketing Department at 317-232-8800.